

Amendments to the Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

Claim 1 (currently amended): A controller connectable to first and second wireless networks, the controller comprising:

a processor operable to initiate delivery of content by the first wireless network in response to a criterion being met by data derived from the second wireless network,

wherein the criterion is met when the data derived from the second wireless network exceeds a predetermined threshold value.

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Claim 2 (currently amended): A controller as claimed in Claim 1, comprising:

criterion establishing means operable to establish ~~a~~the criterion as a function of ~~a~~at least one indicia representative of user activity in the second wireless network.

Claim 3 (currently amended): A controller as claimed in Claim 2, wherein:

the criterion establishing means is further operable to associate the criterion with particular content to be delivered over the first wireless network.

Claim 4 (original): A controller as claimed in Claim 3, wherein:

the processor is operable to initiate delivery of content whose associated criterion is met.

Claim 5 (canceled)

Claim 6 (currently amended): A controller as claimed in Claim ~~5~~1, wherein:

the data derived from the second wireless network comprises a number of connected user terminals to said second wireless network.

Claim 7 (original): A controller as claimed in Claim 1, wherein:

the first wireless network is a unidirectional digital broadband network and the second wireless network is a bi-directional communications network.

Claim 8 (original): A controller as claimed in Claim 7, wherein:

the unidirectional digital broadband network is a Digital Video Broadcast (DVB) network.

Claim 9 (currently amended): A content delivery system comprising:

first and second wireless networks and a controller connected thereto, the controller including a processor operable to initiate delivery of content by the first wireless network in response to a criterion being met by data derived from the second wireless network,

wherein the criterion is met when the data derived from the second wireless network exceeds a predetermined threshold value.

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Claim 10 (currently amended): A system as claimed in Claim 9, wherein:

the controller includes criterion establishing means operable to establish ~~a~~ the criterion as a function of ~~a~~ at least one indicia representative of user activity in the second wireless network.

Claim 11 (currently amended): A system as claimed in Claim 9, wherein:

the second wireless network includes a register of user activity data derivable by the controller.

Claim 12 (currently amended): A system as claimed in Claim 9, wherein:

the criterion establishing means is further operable to associate the criterion with a respective at least one content to be delivered by the first wireless network.

Claim 13 (currently amended): A system as claimed in Claim 9, comprising:

at least one source of content, the source being responsive to the controller to supply content to the first wireless network for delivery thereby.

Claim 14 (canceled)

Claim 15 (currently amended): A system as claimed in Claim 14, wherein:

the data derived from the second wireless network comprises a number of connected user terminals to the second wireless network.

Claim 16 (original): A system as claimed in Claim 9, wherein:

the first wireless network is a unidirectional digital broadband network and the second wireless network is a bi-directional communications network.

Claim 17 (original): A system as claimed in Claim 16, wherein:

the unidirectional digital broadband network is a Digital Video Broadcast (DVB) network.

Claim 18 (currently amended): A content delivery method comprising:

monitoring user activity in a second network relative to a criterion and delivering content to a terminal of a first network when the criterion is met,

wherein the criterion is met when data derived from the second network exceeds a predetermined threshold value.

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Claim 19 (original): A method as claimed in Claim 18, comprising:

associating the criterion with particular content to be delivered by the first network.

Claim 20 (original): A method as claimed in Claim 19, comprising:

comparing the content with a profile of a user of a terminal such that content compatible with the profile is delivered.

Claim 21 (original): A method as claimed in Claim 20, wherein:

the profile is obtained by determining a pattern of use of the second network by said user.

Claim 22 (canceled)

Claim 23 (currently amended): The method as claimed in Claim ~~23~~18, wherein:

the data derived from the second network comprises a number of connected user terminals to the second network.

Claim 24 (currently amended): A method as claimed in Claim 18, wherein:

the first ~~wireless~~ network is a unidirectional digital broadband network and the second ~~wireless~~ network is a bi-directional communications network.

Claim 25 (original): A method as claimed in Claim 24, wherein:

the unidirectional digital broadband network is a Digital Video Broadcast (DVB) network.

Claim 26 (original): A controller connectable to a wireless unidirectional digital broadband network and to a wireless bi-directional communications network, the controller comprising:

a processor operable to initiate delivery of content via the wireless unidirectional digital broadband network to a determined area in response to a number of user terminals in the determined area connected to the wireless bi-directional communications area exceeding a predetermined threshold value.

Claim 27 (currently amended): A controller as claimed in Claim 26, wherein:

the processor is further operable to associate ~~a certain~~the predetermined threshold value with a particular content.

Claim 28 (currently amended): A controller as claimed in Claim 27, wherein:

the predetermined threshold value ~~is corresponding~~corresponds to a number of active user terminals in the ~~predetermined~~ area.

Claim 29 (original): A content delivery system comprising:

a wireless unidirectional digital broadband network;
a wireless bi-directional communications network; and

a controller connected to both networks, the controller including a processor operable to initiate delivery of content via the wireless unidirectional digital broadband network to a determined area in response to a number of user terminals in the determined area connected to the wireless bi-directional communications area exceeding a predetermined threshold value.

Claim 30 (currently amended): A controller as claimed in Claim 29, wherein:

the processor is further operable to associate ~~a certain~~ the predetermined threshold value with a particular content.

Claim 31 (currently amended): A controller as claimed in Claim 30, wherein:

the predetermined threshold value ~~is corresponding~~ to a number of active user terminals in the determined area.

Claim 32 (currently amended): A content delivery system, comprising:

a wireless unidirectional digital broadband network;

a wireless bi-directional communications network; and

a controller connected to both networks, the controller comprising:

a processor,

.....a storage device; and

.....software means operative on the processor to maintain in the storage device a database including threshold values associated with content corresponding to user activity, ~~to~~ monitoring user activity in ~~a the~~ the wireless bi-directional communications network, and ~~to~~ delivering the content to a terminal connected to ~~a the~~ the wireless unidirectional digital broadband network when the user activity exceeds the corresponding threshold value.

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Claim 33 (original): A content delivery method comprising:

monitoring user activity in a wireless bi-directional communications network within an area and delivering content to a user terminal of a wireless unidirectional digital broadband network when a number of connected user terminals to the wireless bi-directional communications network within the area exceeds a predetermined threshold value.

Claim 34 (original): A content delivery method as claimed in Claim 33, wherein:

the threshold value is corresponding to a number of active user terminals in said area.

Claims 35-38 (canceled)

Claim 39 (currently amended): A system as claimed in Claim 10, comprising:

at least one source of content, the source being responsive to the controller to supply content to the first wireless network for delivery thereby.

Claim 40 (currently amended): A system as claimed in Claim 11, comprising:

at least one source of content, the source being responsive to the controller to supply content to the first wireless network for delivery thereby.

Claims 41-44 (canceled)

Claim 45 (new): A controller as claimed in Claim 1, wherein the content is an advertisement.

Claim 46 (new): A controller as claimed in Claim 1, wherein the data derived from the second wireless network comprises a geographic location of user terminals connected to the second wireless network.

Claim 47 (new): A controller as claimed in Claim 1, wherein the processor is further operable to initiate delivery of content by the first wireless network in response to a second criterion being met by second data derived from the second wireless network.

Claim 48 (new): A controller as claimed in Claim 47, wherein the second data derived from the second wireless network comprises a geographic location of user terminals connected to the second wireless network.

Claim 49 (new): A controller connectable to first and second wireless networks, the controller comprising:

means for a initiating delivery of content by the first wireless network in response to a criterion being met by data derived from the second wireless network,

wherein the criterion is met when the data derived from the second wireless network exceeds a predetermined threshold value.

Claim 50 (new): A controller connectable to a wireless unidirectional digital broadband network and to a wireless bi-directional communications network, the controller comprising:

means for initiating delivery of content via the wireless unidirectional digital broadband network to a determined area in response to a number of user terminals in the determined area connected to the wireless bi-directional communications area exceeding a predetermined threshold value.